

Message Text

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SUBJ: MARKET RESEARCH FIRMS IN EGYPT

REF: STATE 06132

BEIRUT FOR RTDO

1. RTDO AND EMBOFFS HAVE INTERVIEWED FOLLOWING MARKET RESEARCH FIRMS IN CAIRO. THEY ARE:

- A. INTERCONSULT, MAHMOUD SOULFIKAR AND MOHAMMAD KHODIER
- B. TRANSWORLD TRADING-MOHI RAWHEY AND HUSSEIN HIGAZI
- C. UNITRA-ALY MANSOUR
- D. OVERSEAS CONSULTANT-AHMED HAMADI ISMAIL
- E. REHABCO-HANI EL-SHARKAWAI
- F. SDC SYSTEM-ISMAIL DANT
- G. ELECTRONICS CONSULTANTS-ENGINEER SAYYID AHMAD
- H. AGRICULTURAL CONSULTANT-GENERAL MOHAMMAD AMIN
- I. ARAC RESRACH & ADMINISTRATION CENTER-DR HUSSEIN GAD.

2. FIRMS A THROUGH H DID NOT REPRESENT THEMSELVES AS MARKET RESEARCH FIRMS PER SE, HOWEVER, ALL EXPRESSED INTEREST AND FELT THAT THEY COULD COMPLETE THE RESEARCH OUTLINED TO THEM.

EACH FIRM SEEMS TO HAVE SPECIAL INTERESTS AND CONTACT IN CERTAIN FIELDS WHICH MAY BE A FACTOR IN AWARDING CONTRACTS TO THEM. RAHABCO WAS PARTICULARLY IMPRESSIVE IN UNDERSTANDING

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OF REQUIREMENTS AND FACILITIES AND INHOUSE RESOURCES.

ENGINEER AHMAD ESPECIALLY WELL QUALIFIED IN ELECTRONICS AND AMIN SEEMS TO BE KNOWLEDGEABLE IN AGRICULTURE AND HAD ACTUALLY FARMED. ARAC RESEARCH ONLY FIRM VISITED WHICH IS PROFESSIONAL SPECIALIZED RESEARCH ORGANIZATION. FIRM HAS IMPRESSIVE LIST OF CLIENTS INCLUDING EGYPTIAN AND OTHER GOVERNMENTS, PLUS VARIOUS COMPANIES INCLUDING COCA COLA(LOCALLY KNOWN AS C-COALA) AND PEPSI COLA. BOTH FIRMS WERE CONTACTED AND STATES THEY PLEASED WITH WORK DONE BY ARAC. FIRMS HAS HAS ALSO DONE STUDIES IN OTHER PARTS OF MIDDLE EAST AND MAINTAINS OFFICES OR ASSOCIATES IN BAGHDAD, KUWAIT, LEBANON, LIBYA. ARAC CAN ALSO DRAW UPON THE RESEARCH FACILITIES OF THE ALHAHRAM ORGANIZATION INCLUDING ACCESS TO COMPUTERS. EMBASSY FEELING IS THAT ARAC WELL QUALIFIED FOR GENERAL OVERVIEW OF EGYPTIAN ECONOMY.

3. AMBASSADOR AND COMMERCIAL OFFICER BOTH TALKED AT LENGTH WITH DR. EZZAT EL-ALIFI. WHILE UNDOUBTEDLY WELL QUALIFIED, HE SUFFERS FROM BEING OUT OF COUNTRY FOR OVER FOURTEEN YEARS. HE HAS NO RESEARCH ORGANIZATION AND WOULD HAVE TO BUILD UP FROM SCRATCH. HE WAS CANDID IN STATING THAT HE WOULD HAVE TO HANDLE PROJECT FROM US, TRAVELLING PERIODICALLY TO OVERSEA WORK, WHICH WOULD, IN EMBASSY'S OPINION, SEVERLY HAMPER HIS EFFECTIVENESS TO CARRY OUT STUDIES.

4. LIST OF PROJECTS BEING SUBMITTED IN SEPARATE CABLE. DETAILED DISCUSSION WILL BE HELD DURING MRO KILLOUGH'S VISIT TO CAIRO IN APRIL.

EILTS

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